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CRUZA: The Alliance for Latino Health through Faith and Action, A UMass Boston - Dana-Farber/Harvard Cancer Center Partnership for Community-Based Research

Gaston Institute, University of Massachusetts Boston

Dana-Farber/Harvard Cancer Center

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CRUZA: The Alliance for Latino Health through Faith and Action

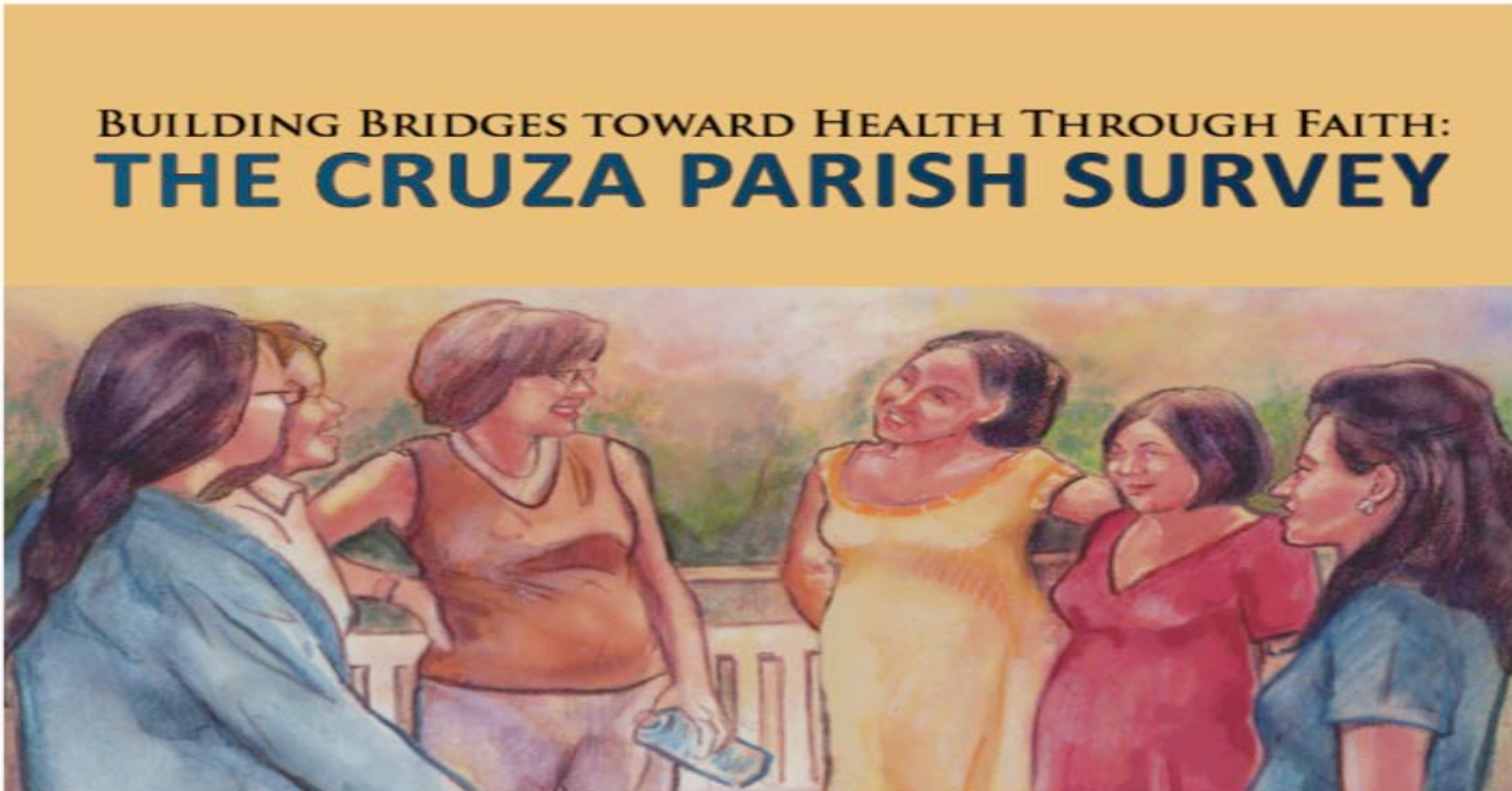
A UMass Boston - Dana-Farber/Harvard Cancer Center Partnership for Community-Based Research

Goals

1. Explore organizational infrastructure, skills, resources and motivations that aid in adoption of evidence-based cancer screening interventions (EBIs) among Latino churches in Massachusetts
2. Develop, implement and evaluate the relative efficacy of a Capacity-Enhancement (CE) intervention compared to a Standard Dissemination (SD) intervention in implementation of EBIs among 30 churches

Methods

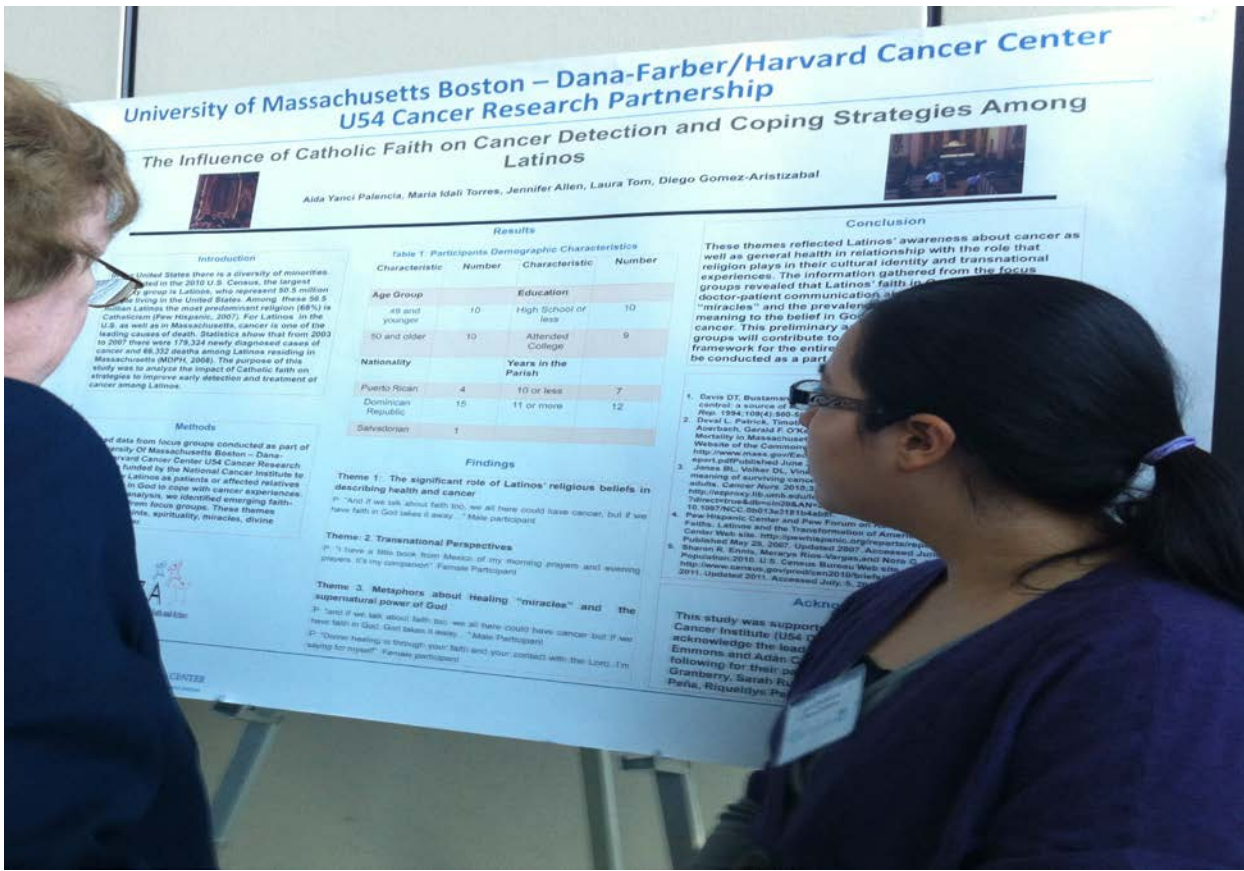
1. Community Advisory Committee
2. Training of Minority Junior Scholars
3. Formative Research Activities
 - Focus Groups
 - Key Informant Interviews
 - Participant and Non-Participant Observations
4. Organizational Survey
5. Randomized trial of the capacity enhancement intervention in 30 Latino Catholic parishes



Impact

Trained Minority Scholars by Level

Junior Faculty: 2
Post-doctoral: 1
Doctoral: 1
Master: 4
Post-baccalaureate: 3
Undergraduate: 9



Community Outreach & Education Intervention

Small Media	<ul style="list-style-type: none">• Bookmarks, Posters, Magnets• Parish bulletin inserts• Brochures / tip sheets• Videos
Group Education	<ul style="list-style-type: none">• Guest speakers• Meet & learn w/ videos• Cancer Education Bingo
Reducing Structural Barriers	<ul style="list-style-type: none">• Establish partnership with health center, service organizations, patient navigators, interpreters• Volunteers for transportation & childcare• Community health fair• Health screening vans• Access to health insurance
Reminders	<ul style="list-style-type: none">• Birthday bulletin inserts• Birthday cards• Reminders from the pulpit

Conclusion & Next Steps

CRUZA is a community-based participatory research partnership aimed at shifting the focus from intervention delivery on an individual level to a focus on enhancing the capacity of community organizations.

CRUZA intends to activate collective resources to translate scientific evidence into strategies that increase cancer screening among Latinos in Massachusetts.



Contact Info & Acknowledgments

Web: umb.edu/gastoninstitute
Email: gastoninstitute@umb.edu
Phone: (617) 287-5790
Publications: scholarworks.umb.edu/gastoninstitute
Facebook: facebook.com/gastoninstitute
Twitter: [@gastoninstitute](https://twitter.com/gastoninstitute)

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